



MRKG 1311: Principles of Marketing

3 Semester Credit Hours

Course Syllabus

Spring 2016

Instructor Information:

Professor: Dr. Kay Green, PhD, DBA, MBA, BBA

Meeting Times: Online

Office Hours: T-TH 6:00-7:00 pm (By Appointment)

Office Phone: 912-224-5814 (EST)

Email: drkaygreen@gmail.com

LinkedIn: <https://www.linkedin.com/in/drkaygreen>

Website: www.drkaygreen.com

Office Hours: Office hours and communication are most welcome and encouraged on Tuesday, Wednesday, and Thursday and by appointment. The fastest way to communicate with me is by office phone.

Notice of Attendance:

Students enrolled in this course **MUST** log in and actively participate by completing academic assignment (Pre Test) on the scheduled dates. Students who log in but do not actively participate in an academically-related activity (taking the above named assignment by due dates) will be reported as **Never Attended** and dropped from the course.

Course Description:

Marketing is the set of human activities directed at facilitating and consummating exchange. The tools of marketing (product development, pricing, distribution, communication, etc.) are not only applicable to business organizations but to such institutions as foundations, government bureaus, museums and public school systems. Marketing is fundamental to our way of life; it

affects us as consumers, as citizens, as legislators and as businessmen. Looking at our present world (developed, underdeveloped and developed nations, consumer dissatisfaction, changing values, resources limitations, magnitude of marketing expenditures, etc.) we can see that marketing is dynamic, complex and froth with problems and opportunities. This vast potential of unsolved problems and untapped opportunities demand creativity and resources. Marketing can be exciting if you like to understand and to cope with human behavior, to contribute to both others and yourself and to confront uncertain situations.

Required Text: Marketing (2016), 9th Ed. Lamb, Hair, & McDaniel, Cengage. ISBN: 978-1-285-86016-9 Print version Includes Online Printed Access Card

Hardware/Software Required: 1) Must have **reliable** access to a computer in order to take this class. Windows XP or later, Macintosh OS10.4 or later.

Special Requirements: Course Specific Software is **Microsoft Office**.

Goals and Objectives: Upon successful completion of the course, students will have the ability to accomplish the following objectives/competencies accurately and efficiently:

1. Identify the 4 P's of marketing and apply these controllable variables to a firm.
2. Conduct research that would be relevant for a marketer by utilizing academic resources.
3. Define target market and analyze market information in selection of a target market.
4. Prepare a SWOT Analysis for a firm.
5. Describe the internal and external variables affecting the choice of strategies by marketing managers planning the proper mix to accomplish the objectives of the firm.
6. Define positioning and apply knowledge of this marketing concept.
7. Discuss and apply ethical principles to marketing.
8. Explain how the use of technology can aid in marketing.
9. Apply the decision-making process that is essential in the formulation of marketing strategies by reporting marketing strategy recommendations for a specific business situation.
10. Develop a marketing plan; and interpret marketing research data to forecast industry trends and meet customer demands.

The course provides an opportunity for you to develop abilities in communicating with others about your ideas and approaches for dealing with marketing problems. This is important. After graduation, you will spend much of your professional career doing just that—regardless of the specific career area you pursue. The potential of this opportunity is only fully realized if you make meaningful contributions to the course in class discussions and debate.

Method of Instruction: Online lecture/readings, Online Class Discussions, Experiential Learning Activities: final project, and written assignments

Course Expectations:

1) Log on to the course *at least* 2 to 3 times per week. Although there is a detailed course schedule, changes may occur. The **Announcements** section on the Course Home page is the

place to find course announcements, updates, etc. Not logging on enough or in time to read the Announcements is not an excuse for late work. **Read Your Announcements and Emails.**

2) Read the course syllabus. I suggest that you print it for easy access. Many times the questions I receive are detailed in the course syllabus and I will direct you back to the syllabus if that's the case.

3) Communicate often. You must let me know in a timely fashion if there is an event in your life that needs to be addressed. Unless you are in a coma, you should be able to call me or the faculty secretary, e-mail me, make an appointment, etc. to let me know if there is a problem. My contact information is on the syllabus and on the course home page.

4) Read the reading assignments. Preferably BEFORE the assignments are due. I expect you to be prepared. The reading assignments are detailed on the course syllabus.

5) Turn in college level work. This course is reading, writing, and research intensive. I expect well written supported with quality research assignments. I not will accept documents (or you will earn the appropriate grade) written in text messaging language, loaded with grammar and usage errors, missing properly documented research, and hastily written. Generally you have a week or more to prepare the assignments so I expect quality.

Instructor Policies:

1) Constructive and timely feedback. I will answer e-mails and phone calls within two business days (NOT including weekends and holidays). Although you may want to contact me at 3 in the morning, chances are I am sleeping. I am not available 24/7, but I will get back to you within a few days. I will try to return weekly assignments within a week and major assignments within two weeks.

2) Fair grading. The assignments are challenging, however, I will grade fairly and you will understand why you received the grade you received. You will have access to the rubrics (grading charts) so you will know exactly what is expected of you.

3) Frequent communication. I will use the Announcement section to keep you posted in course changes, updates, etc.

ADA Statement:

The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow the full participation of students with disabilities in the same programs and activities available to nondisabled students.

If you have a disability that needs special attention in either preparing for the course or for taking exams, please contact Mr. Dale Williams at 432-685-5598; e-mail address: dewilliams@midland.edu as soon as possible so that appropriate arrangements can be made for you.

Academic Honesty and Integrity:

Midland College expects students to be honest and to conduct themselves with integrity in all aspects of their relationship with the college. The following list of activities is considered to be in violations of the student academic code of conduct:

- Using material sources or utilizing devices that are not authorized by the instructor during an examination or assignment.
- Providing assistance to another student or receiving assistance from another student during an examination or assignment in a manner not authorized by the instructor.
- Presenting as their own the ideas or works of another person without proper acknowledgment of sources.
- Knowingly permitting their works to be submitted by another person without the instructor's permission.
- Acting as a substitute or utilizing a substitute in any examination or assignment.

Drop Policy:

It is the student's responsibility to drop this course if circumstances develop that prevents his/her completion of the course. The instructor will not be allowed to drop a student for non-completing the course assignments. **The last day to drop with a grade of "W" is April 15, 2016.**

Schedule of Activities:

This course will be taught through a combination of Internet web links, on-line discussion of topics pertinent to the student's own work environment; textbook and current articles as well as weekly assignments.

Grading System & Course Requirements (exams, papers, lab procedures, lab supplies, etc.):

The list of assignments and exams are below.

Course Requirements	Total Possible Points
Ethics Position Paper	50 pts.

Store Observation Report	100 pts.
Social Media Audit	100 pts.
Test # 1	100 pts.
Test # 2	150 pts.
E-Marketing Plan – Final Project	200 pts.
Weekly Discussion Questions (15 @ 20 points each)	300 pts.
Total Points	1000 Points

Total Score	Grade
900-1000 Points	A
800-899 Points	B
700-799 Points	C
600-699 Points	D
Under 600 Points	F

Week 1 01/19/16 — 01/25/16	Read: Chap. 1 & 2	Chapter 1 - An Overview of Marketing Chapter 2 - Strategic Planning for Competitive Advantage Complete Course Introduction Complete Weekly Discussions Review Multimedia Clips of the Week Due Date: 01/25/16 11:59 PM
Week 2 01/26/16 — 02/01/16	Read: Chapter 3	Chapter 3 – Ethics and Social Responsibility Complete Weekly Discussions Review Multimedia Clips of the Week Weekly Submit: Ethics Position Paper Due Date: 02/01/16 11:59 PM
Week 3 02/02/16 — 02/08/16	Read Chap: 4 & 5	Chapter 4 – The Marketing Environment Chapter 5 – Developing a Global Vision Complete Weekly Discussions Review Multimedia Clips of the Week Weekly Due Date: 02/08/16 11:59 PM

Week 4 02/09/16 -- 02/15/16	Read Chapter 6	Chapter 6 – Consumer Decision Making Complete Weekly Discussions Review Multimedia Clips of the Week Weekly Submit: Store Observation Report Due Date: 02/15/16 11:59 PM
Week 5 02/16/16 - 02/22/16	Read Chap: 8 & 9	Chapter 8 – Segmenting and Targeting Markets Chapter 9 – Marketing Research Complete Weekly Discussions Review Multimedia Clips of the Week Weekly Due Date: 02/22/16 11:59 PM
Week 6 02/23/16 - 02/29/16	Read: Chap. 10 & 11	Chapter 10 – Product Concepts Chapter 11 – Developing and Managing Products Complete Weekly Discussions Review Multimedia Clips of the Week Submit: Section (1) of the Marketing Plan <hr/> Section One includes: Your company's mission and vision, goal and objectives, Situation Analysis, SWOT analysis, and Customer Analysis Due Date: 02/29/16 11:59 PM

Week 7 03/01/16 - 03/06/16	Review (Chap. 1 – 11) Excluding chapters NOT assigned	Midterm Examination (Chapters: 1-11) Due Date: 03/06/16 11:59 PM
SPRING BREAK 03/07/16 -- 03/14/16		SPRING BREAK WEEK Students are not required to participate during Spring Break Week.
Week 9 03/15/16 - 03/21/16	Read Chapter 12	Chapter 12 – Services and Non-Profit Organizations Complete Weekly Discussions Review Multimedia Clips of the Week Due Date: 03/21/16 11:59 PM
Week 10 03/22/16 - 03/28/16	Read: Chap. 13 & 14	Chapter 13 – Supply Chain Management Chapter 14 – Marketing Channels Complete Weekly Discussions Review Multimedia Clips of the Week Submit: Section (2) of the Marketing Plan Due Date: 03/28/16 11:59 PM <hr/> Section Two includes: Your company's target marketing strategy (selected target markets), positioning strategy, and segmenting strategy

Week 11 03/29/16 - 04/04/16	Read Chapter 16	Chapter 16 – Marketing Communications Complete Weekly Discussions Review Multimedia Clips of the Week Due Date: 04/04/16 11:59 PM
Week 12 04/05/16 - 04/11/16	Read: Chapter 19	Chapter 19 – Social Media and Marketing Complete Weekly Discussions Review Multimedia Clips of the Week Submit: Social Media Audit Due Date: 04/11/16 11:59 PM
Week 13 04/12/16 -- 04/18/16	Read: Chapter 18	Chapter 18 – Personal Selling and Sales Management Marketing Communications Complete Weekly Discussions Review Multimedia Clips of the Week Due Date: 04/18/16 11:59 PM
Week 14 04/19/16 -- 04/25/16	Read: Chapter 17	Chapter 17 – Advertising, Public Relations, and Sales Promotion Complete Weekly Discussions Review Multimedia Clips of the Week Due Date: 04/25/16 11:59 PM

Week 15 04/26/16 — 05/08/16	Read: Chap. 20 & 21 Review (Chap. 12 – 21) Excluding chapters NOT assigned	Chapter 20 – Pricing Concepts Chapter 21 – Setting the Right Price Complete Weekly Discussions Review Multimedia Clips of the Week Submit: E-Marketing Plan (Section I and II included) Due Date: 05/08/16 11:59 PM
Final Exam Week 05/09/16 — 05/12/16	Final Test (Ch. 12 - 21) Excluding chapters NOT assigned	Final Exam Week (Chapters 12 -21) Last Day to Complete Final: 05/12/16 11:59 PM

Course Assignments:

This course has four projects: (1) Ethics Position Paper, (2) Store Observation, (3) Social Media Audit and (4) E-Marketing Plan (Final Project).

ETHICS POSITION PAPER

DUE BY DAY 7 of WEEK 2:

SCENARIO: A prospect calls the office and is looking for a property in the \$300,000 price range. This is much higher than most of the company's prospects can pay. This excellent prospect quickly states that she is only willing to work with a salesperson of her own race and religion. Foreign language is not an issue. The office uses a planned rotation of "floor time," which is the time when prospects are given to assigned salespeople. Granting the request would seriously upset the office plan and personnel. What would you do?

Position Paper must meet the following requirements:

- Include cover page with name, date, assignment name, etc.

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- Should be 1-2 pages in length (not including cover page, references)
 - 1 inch margins all the way around
 - 12 point font of Times New Roman, Courier, or Arial
 - Place Header and page numbers on each page of the paper
 - Double- space the content;
 - Format this document utilizing APA Guidelines
 - Include reference page

STORE OBSERVATION: ANALYZING NEW PRODUCTS

DUE BY DAY 7 of WEEK 4:

Visit the supermarket and make a list of at least 15 items with the word *new* on the label. How many new products can you identify? Include on your list anything that looks like a new product. Next to each item on your list, write the category of new product that best describes the item. Submit your new product observation form to your instructor. Analyze your results.

The Store Observation must meet the following requirements:

- Include cover page with name, date, assignment name, etc.
- Should be 3-5 pages in length (includes observation form.
- 1 inch margins all the way around
- 12 point font of Times New Roman, Courier, or Arial
- Place Header and page numbers on each page of the paper
- Double- space the content;
- Format this document utilizing APA Guidelines
- Include reference page

SOCIAL MEDIA AUDIT

DUE BY DAY 7 of WEEK 12: Working individually, students are required to research and analyze a company or brand's use of social media. In 3-5 double-spaced pages (12 point times new roman font, 1 inch margins including references) students will craft a polished report that demonstrates their ability to understand a business' use of social media for the following purposes:

1. Raise awareness
2. Influence desire
3. Encourage trial
4. Facilitate purchase
5. Create loyalty

Select one of the assigned one of the following companies or brands: Jet Blue, Samuel Adams, Sephora, Tiffany's, Target, Carl's Junior, McDonalds, Prada, American Express, Absolut, Dove, Jell-O, Southwest Airlines, Chipotle, Whole Foods, Audi, The NFL, Lakers, Dodgers, Fiat, Domino's Pizza, Urban Outfitters, Red Bull, Jawbone, Disney, Coca-Cola, Skittles, Converse, LegalZoom, Burberry, MAC Cosmetics, Dunkin Donuts, Ikea Chobani, Diesel, Starbucks, Barnes & Noble, Budweiser, Nike Wendy's, Oreo, Old Spice, Michael Kors, Skype

Students must analyze the use of the following social media tools:

- Facebook
- Twitter
- Instagram
- Pinterest
- YouTube

Think of this report as the type of report created by a social media consultancy firm before a first meeting with a client. The goal is to assess where the client is in terms of their social media use while providing a sense of what the firm would/could do for them if they were to hire it. Include the following sections:

Introduction: Introduce the company and what it is that they do and why social media is

important to their business; HINT: Look at the industry they operate within as well as

Norms/standards for social media use in that industry.

Overall summary of social media use: Briefly summarize the company's history with social media and current use of social media along with the overall strategic focus from one or several of the above purposes; can you identify who manages social media for the business (marketing department, outside social media advertising firm etc.)? Are they using the different tools like Twitter, Instagram Pinterest etc. in ways that are unique or duplicative (of other companies or competitors or even of other platforms—in other words are they saying the same uninspired things over and over again across platform or are they a unique voice that adapts to the Platform/medium? How are they leverage each tool for best effect/impression?

Use of each listed tool (6): List how each tool is used; provide examples; infer the primary purpose from those listed above.

Assessment and recommendations: Assess overall social media use. Make at least three recommendations based upon your assessment and research.

References: Three to five references

The Social Media Audit **must be** submitted to the instructor via the Digital Drop Box in the assigned week and in the following format:

Social Media Audit Format:

The Written paper must meet the following requirements:

- Include cover page with name, date, assignment name, etc.
- Should be 3-5 pages in length
- 1 inch margins all the way around
- 12 point font of Times New Roman, Courier, or Arial
- Place Header and page numbers on each page of the paper
- Double- space the content;
- Format this document utilizing APA Guidelines
- Include reference page

FINAL PROJECT – E-MARKETING PLAN

DUE BY DAY 7 of WEEK 15:

As a Marketing student, you are responsible for creating a Marketing business venture. The Marketing Plan will be based on a business venture in which you are to decide on an innovative product or service to be introduced online. Upon deciding on your product/ service, an effective e-marketing plan of action must be created to reflect your vision. Please see textbook and www.mplans.com for examples.

Components of the E-Marketing Plan include:

- i) Title Page
- ii) Executive Summary
- iii) Company Description
- iv) Strategic Focus and Plan (Section I)
 - (1) Mission and Vision
 - (2) Goals
- v) Situation Analysis (Section I)
 - (1) SWOT Analysis
 - (2) Customer Analysis
- vi) Market-Product Focus (Section II)
 - (1) Objectives
 - (2) Target Markets
 - (3) Positioning
- vii) Marketing Program (Section III)
 - (1) Product Strategy
 - (2) Price Strategy
 - (3) Promotion Strategy

(4) Place (Distribution) Strategy

viii) Financial Data and Projections (Section IV)

ix) Appendix: Biographical Sketches of Key Personnel (Students)

E-Marketing Plan Format:

The Written paper must meet the following requirements:

- Include cover page with name, date, assignment name, etc.
- Should be 10+ pages in length
- 1 inch margins all the way around
- 12 point font of Times New Roman, Courier, or Arial
- Place Header and page numbers on each page of the paper
- Double- space the content;
- Format this document utilizing APA Guidelines
- Include reference page

Final Projects will be graded on:

Grammar	15%
Clarity	15%
Consistency	15%
Creativity	25%
Content	30%
Total	100%